

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions and listings of claims in the application:

Claims 1-25 (Canceled).

26. (Currently Amended) A service providing system for providing a specified service by registering ~~a user's~~ personal information of a user at a server by utilizing a portable terminal associated with the user,

wherein the server comprises:

a personal database for registering the user's personal information sent from the portable terminal;

means for creating an electronic coupon bar code by presuming ~~the user's~~ tastes of the user according to the user's personal information registered in the personal database, by preparing the electronic coupon content that suits the user's tastes and by encoding the prepared electronic coupon content; and

means for delivering image data, including the electronic coupon bar code, to the user's portable terminal,

wherein the portable terminal comprises a storage means for storing the delivered image data and a displaying means for displaying the image data, [[and]]

wherein an information processing terminal having a bar code reader reads, using the bar code reader, the electronic coupon bar code contained in the image data displayed on the display means of the portable terminal, recognizes the electronic coupon content according to the electronic coupon bar code that has been read, performs the necessary processing to provide a service according to the recognized

electronic coupon content, and sends new personal information generated by the service to the server so that the new personal information is reflected in the electronic coupon content for the next delivery, and

wherein the server is configured to specify the electronic coupon content for the next delivery based upon a purchase history of the user or a data access history by the user registered in the personal database, so that a service of a different value will be provided with regard to a product having a high purchase frequency or with regard to a service having a high access associated with the user.

27. (Currently Amended) The service providing system according to claim 26, wherein the server has a product information database for registering specified information according to a plurality of products,

wherein the means for creating the electronic coupon bar code creates an electronic coupon bar code including a user ID code for the user,

wherein the information processing terminal specifies the user by reading, using the bar code reader, the electronic coupon bar code displayed on the display means of the portable terminal, and specifies a product selected by the user by using the bar code reader, and sends information about the user's selected product according to the specified user and product, and

wherein the server registers the received information about the user's selected product, and presumes the user's tastes according to [[a]] the purchase history of the user so that said presumption of the user's tastes is reflected in the electronic coupon content for the next delivery.

28. (Previously Presented) A machine readable storage medium having a program stored therein for causing a computer to download data in the service providing system according to claim 26 or 27.

29. (Canceled).

30. (Currently Amended) The service providing system according to claim 27, wherein the server specifies is configured to specify the electronic coupon content for next delivery on the basis of the information, which is registered in the product information database, regarding products for which a seller wants to increase sales, and on the basis of the user's purchase history in the personal database.

31. (Previously Presented) The service providing system according to claim 27, wherein when the received bar code of the product purchased by the user corresponds to an identification of a previously determined discount product, the server notifies the information processing terminal of an electronic coupon bar code to allow application of the discount to the price of the product purchased by the user.

32. (Currently Amended) A server for sending a bar code representing a specified electronic coupon content to a portable terminal, wherein the server comprises:

a personal database for registering a user's personal information of a user sent from the portable terminal;

means for creating an encoded electronic coupon bar code by presuming the user's tastes of the user according to the user's personal information registered in

the personal database, by preparing the electronic coupon content that suits the user's tastes, and by encoding the produced electronic coupon content; and

means for delivering image data, including the electronic coupon bar code, to the portable terminal, [[and]]

wherein when an information processing terminal having a bar code reader reads, using the bar code reader, the electronic coupon bar code contained in the image data displayed on a display means of the portable terminal, recognizes, according to the electronic coupon bar code, the electronic coupon content that suits the user's tastes, performs the necessary processing to provide a service according to the electronic coupon content that suits the user's tastes, and sends new personal information generated by the service to the server, the server updates the user's personal database ~~on the basis of the received~~ based on the new personal information of the user and specifies the electronic coupon content for the next delivery according to the updated new personal information of the user, and

wherein the server is configured to specify the electronic coupon content for the next delivery based upon a purchase history of the user or a data access history by the user registered in the personal database, so that a service of a different value will be provided with regard to a product having a high purchase frequency or with regard to a service having a high access associated with the user.

33. (Currently Amended) The server according to claim 32, comprising a product information database for registering specified information according to a plurality of products,

wherein the means for creating the electronic coupon bar code creates the encoded electronic coupon bar code that specifies the user according to the user's personal information,

wherein when the information processing terminal specifies the user according to the electronic coupon bar code displayed on the display means, and specifies a product selected by the user by reading, with the bar code reader, the bar code of the product selected by the user, and sends the information about the product purchased by the specified user to the server, the server registers the received information about the user's purchased product in the personal database, and presumes the user's tastes according to the user's purchase history so that such presumption of the user's tastes is reflected in the electronic coupon content for the next delivery.

34. (Canceled).

35. (Currently Amended) The server according to claim 33, wherein the server specifies the electronic coupon content for a next delivery on the basis of the information, which is registered in the product information database, regarding products for which a seller wants to increase the sales, and on the basis of the user's purchase history registered in the personal database.

36. (Previously Presented) The server according to claim 33, wherein when the received bar code of the product purchased by the user corresponds to an ID code of a previously determined discount product, the server notifies the information

processing terminal of the electronic coupon bar code to allow the discount on the price of the product purchased by the user.

37. (Currently Amended) A service providing method for providing a specified electronic coupon by registering personal information of a user at a server by utilizing a portable terminal,

wherein the method comprises the steps of:

registering the user's personal information sent from the portable terminal in a personal database;

creating an encoded electronic coupon bar code by presuming the user's tastes of the user according to the user's personal information registered in the personal database, by specifying specific electronic coupon content that suits the user's tastes, and then by encoding the specified electronic coupon content; and

delivering image data, including the electronic coupon bar code, to the portable terminal,

wherein delivering comprises storing the delivered image data in and displaying the image data on the portable terminal, [[and]]

wherein an information processing terminal having a bar code reader reads, with the bar code reader, the electronic coupon bar code contained in the image data displayed on the portable terminal, recognizes, the electronic coupon bar code, performs the necessary processing to provide a service according to the recognized electronic coupon content, and sends new personal information generated by the

service to the server so that the new personal information is reflected in the electronic coupon content for a next delivery, and

wherein the server is configured to specify the electronic coupon content for the next delivery based upon a purchase history of the user or a data access history by the user registered in the personal database, so that a service of a different value will be provided with regard to a product having a high purchase frequency or with regard to a service having a high access associated with the user.

38. (Currently Amended) The service providing method according to claim 37, wherein the method comprises the step of registering specified information according to a plurality of products in a product information database, and the step of creating an encoded electronic coupon bar code to specify the user according to the user's personal information,

wherein the information processing terminal specifies the user according to the electronic coupon bar code displayed on the display means, and specifies a product selected by the user by reading, with the bar code reader, the bar code of the product selected by the user, and sends information about the product purchased by the specified user to the server, and

wherein the server registers the received information about the user's purchased product, and presumes the user's tastes according to the user's purchase history so that such presumption of the user's tastes is reflected in the electronic coupon content for next delivery.

39. (Currently Amended) A service providing system for providing a specified service by registering personal information of a user at a server by utilizing a portable terminal of the user,

wherein the server comprises:

a personal database for registering the user's personal information sent from the portable terminal;

means for creating an electronic coupon bar code by specifying specific electronic coupon content according to the user's personal information registered in the personal database; and by encoding the specified electronic coupon content; and

means for delivering image data, including the electronic coupon bar code, to the user's portable terminal,

wherein the portable terminal comprises storage means for storing the delivered image data and display means for displaying the image data, [[and]]

wherein an information processing terminal having a bar code reader reads, with the bar code reader, the electronic coupon bar code contained in the image data displayed on the display means of the portable terminal, recognizes the specified user and electronic coupon content according to the bar code, and performs the necessary processing to provide a service according to the electronic coupon content, and

wherein the server is configured to specify the electronic coupon content for the next delivery based upon a purchase history of the user or a data access history by the user registered in the personal database, so that a service of a different value will be provided with regard to a product having a high purchase frequency or with regard to a service having a high access associated with the user.

40. (Currently Amended) A service providing system capable of conducting communication between a portable terminal of a user and a server through a communication line,

wherein the server comprises means for creating an electronic coupon bar code by specifying specific electronic coupon content and means for delivering image data, including the electronic coupon bar code, to a user's the portable terminal, and

wherein the portable terminal comprises:

means for receiving the delivered image data;

means for storing the received image data; and

means for displaying the image data,

wherein an information processing terminal having a bar code reader reads, with the bar code reader, the electronic coupon bar code contained in the image data displayed on the display means of the portable terminal, recognizes the electronic coupon content according to the electronic coupon bar code, and performs the necessary processing to provide a service according to the recognized electronic coupon content;

wherein the server is configured to specify the electronic coupon content for the next delivery based upon a purchase history of the user or a data access history by the user registered in the personal database, so that a service of a different value will be provided with regard to a product having a high purchase frequency or with regard to a service having a high access associated with the user; and

wherein the image data is automatically delivered based upon a history of the user's accessed internet web pages accessed by the user or actively delivered to the user without waiting for the user to access the web pages.

41. (Currently Amended) A service providing system for providing a specified service at an information processing terminal by registering personal information of a user at the server by utilizing a portable terminal,

wherein the server comprises:

a first personal database for registering the user's personal information sent from the portable terminal;

a second personal database for registering the user's purchase history information sent from the information processing terminal;

a product information database for registering information about a product;

means for creating a membership bar code by encoding the user's personal information registered in the first personal database;

a delivery means for delivering image data including the membership bar code to the user's portable terminal;

wherein the portable terminal comprises means for storing the delivered image data and means for displaying the image data, and

wherein the information processing terminal having a bar code reader recognizes the user's personal information by reading, with the bar code reader, the membership bar code contained in the image data displayed on the display means of the portable terminal, recognizes product information by reading, with the bar code reader, the bar

code of the product selected by the user and sends the purchase history information including the user's personal information and the product information to the server,

wherein the server registers the received purchase history information in the second personal database, specifies, among the product information database, the service content regarding the product contained in the purchase history information, and sends the specified service content to the information processing terminal, [[and]]

wherein the information processing terminal performs processing according to the received service content with regard to the product selected by the user, and

wherein the server is configured to specify the electronic coupon content for the next delivery based upon a purchase history of the user or a data access history by the user registered in the personal database, so that a service of a different value will be provided with regard to a product having a high purchase frequency or with regard to a service having a high access associated with the user.

42. (Currently Amended) The server according to claim 41, wherein the server presumes the user's tastes according to the user's personal information registered in the first personal database and the purchase history information stored in the second personal database, specifies, among the product information database, the product that suits the user's presumed tastes, and delivers information about the specified product via e-mail to the user's portable terminal.

43. (Currently Amended) The server according to claim 41, wherein when the user's tastes are presumed according to the user's personal information registered in the first personal database and the purchase history information stored in the second

personal database, and when the product contained in the received purchase history information is the product that suits the user's presumed tastes, the server changes the service content specified among the product information database to the content more advantageous to the user, and then sends such changed content to the information processing terminal.

44. (New) A service providing system for providing a specified service via an information processing terminal by registering personal information of a user at a server by utilizing a portable terminal,

wherein the server comprises:

a personal database for registering the user's personal information sent from the portable terminal;

means for creating a membership bar code by encoding the personal information registered in the personal database; and

delivery means for delivering image data including the membership bar code to the portable terminal,

wherein the portable terminal comprises means for storing the delivered image data and means for displaying the image data, and

wherein the information processing terminal having a bar code reader recognizes the user by reading, with the bar code reader, the membership bar code contained in the image data displayed on the display means of the portable terminal, performs the necessary processing to provide a service or a product selected by the user, and sends new personal information generated by the service to the server, and

wherein the server is configured to specify a service content for the next delivery on the basis of a data access history of the service received by the user or a purchase history of the product purchased by the user which is registered in the personal database, so that a better service rate will be provided with regard to the service having a high access associated with the user or the product having a high purchase frequency.